

Message Text

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PAGE 01 STOCKH 05030 030917Z

14

ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
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R 030515Z OCT 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 5843

UNCLAS STOCKHOLM 5030

FOR BIC/OIM:TRAFTON/BEIRING

E.O. 11652: NA
TAGS: BEXP, SW
SUBJECT: BUSINESS EQUIPMENT SHOW PROCUREMENT.

REF: USDOC 14670

1 ANSWERS TO LEASHN REFTL ARE AS FOLLOWS:

1. RUNE KARLSSON, SALES DIRECTOR BURROUGHS AB, INFORMED
STC HE WILL DEFINITELY ENTER SHOW AND EXHIBIT MODEL
L-9000 MINICOMPUTER.
2. SCANDIA-METRIC DATOR AB VERBAL FOR COMPUTER DESIGN
CORP. AND OTHER PRINCIPALS.
3. HEWLETT-PACKARD SWEDEN AB STATED OCTOBER 1 THEY WILL
PARTICIPATE. PRODUCT DETAILS POSSIBLY WILL BE DELAYED
PENDING NEW MARKETING MANAGER COMMENCING DUTIES OCTOBER 15.
4. IBM DECLINED PREVIOUS INVITATIONS TO EXHIBIT AT STC
BASED ON THEIR HAVING THEIR OWN EXHIBIT FACILITY IN
SUBURBAN STOCKHOLM, NONE-THE-LESS STC IS ENCOURAGING
PARTICIPATION IN THIS EVENT. PROBABILITY OF PARTICIPATION
IS RATED LOW HOWEVER.
5. LENNART JOHANSSON, SALES MANAGER OF ITEK INTERNATIONAL
CORP., STOCKHOLM OFFICE DECLINED PARTICIPATION, DUE TO
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EFFORT AT SEPTEMBER DATAKONTOR FAIR IN MALMO AND AVAIL-

ABILITY OF COMPANY'S PERMANENT DEMONSTRATION PREMISES.

6. SALES MANGER EVERT DUELL OF NCR IF SWEDEN AB STILL
HESITANT DUE TO LACK OF CONVICTION THAT PRODUCTS FIT SHOW
THEME, STC EMPHASIZING PRESENCE OF OTHER EDP-ORIENTATED
COMPANIES AND CAN PROBABLY BRING NCR INTO SHOW.

7. SALES MANGER KJELL RISTRAND OF SINGER BUSINESS
MACHINES AB DECLINED PARTICIPATION DUE TO EFFORTS AT MALMO
SEPTEMBER DATAKONTOR FAIR.

8. ROLAND FRENZEN OF VARIAN AB DECLINED PARTICIPATION DUE
TO PRODUCTS NOT FITTING SHOW THEME, FRANZEN CONSIDERS AN
EDP SHOW MORE SUITABLE FOR HIS PRODUCTS.

8. STC IN CLOSE CONTACT WITH JAN GULLBERG OF MITEMA
MIKROFILM SYSTEM AB, PARTICIPANT FOR SYNERGRAPHICS AND
THREE OTHER PRINCIPALS DETAILED IN STOCKHOLM 4955.

10. SALES MANAGER CHRISTOPHER HAYES OF PITNEY-BOWES SWEDEN
AB CONFIRMED PARTICIPATION SEPTEMBER 30. STC UNAWARE WHETHER
LONDON OFFICE INVOLVED IN PARTIPATION DECISION.

11. OTHER LEADS IN REFTTEL WILL BE FOLLOWED UP AND RESULTS
REPORTED.
STRAUSZ-HUPE'

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